

grow
& thrive



“Let’s Do This....
No, Let’s Do That”

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A Fresh Perspective....

A different way of looking at how our industry will build the world for tomorrow, how the role of marketing will impact it and what that means.

Grow and Thrive



Today's Theme....

Don't Get Distracted –
Stick to Your Marketing Plan



Our Learning Objectives....

1. Recognize the need for research
2. Do research
3. Create a team/advocates
4. Develop a marketing plan with strategies
5. Share the plan with staff
6. Stay the course!



But First....

Introductions



Perception of the BD/Marketing Staff....

Golf Outings



Entertaining



Conferences in Exotic Locations





The Reality....

- ✓ Proposals, Proposals, Proposals
- ✓ Often waiting on others for key information
- ✓ Deadline Driven
- ✓ Everyone has an opinion!

Let's Do This...No, Let's Do That



Do You Have a Marketing Plan?

- How often is it updated?
- Shared with all staff? If so, how often?
- Is it easy to understand?
- Target markets?
- Budget for marketing?
- Based on research?
- Current clients among the targets?

If Yes....



If No Marketing Plan Exists....

- Why not?
- Who decides?
- Public Relations, Organizations, Conferences
- How do your co-workers view marketing?
- Is marketing a priority?
- Measure of success?



What About Your Company?

Share the good, the bad and the ugly
with others at your table

Share one take-away from each discussion with
the group



Any Common Themes?





Elements of a Marketing Plan....

- Market Research
- Goals & Objectives
- Strategies
- Action Plans
- Schedule for Each Target Market
- Develop a Budget

Aligns with CPSM
Domain 2:
Marketing Plan



Marketing Plan – A Team Effort....

- Include...
 - Marketing Staff
 - Business Development/Sales Staff
 - Market Champion/Leader
 - Executive in Charge of Marketing & BD/Sales

Must have strategic conversations.

Meet on a regular basis.



Market Research....

- Clients over the past 5 years? 1 year?
- What type of work have you done for them?
- Is there an opportunity to cross sell?
- What percent of revenue comes from key clients?
- Does senior management meet with them periodically to check in on performance?

Existing Clients



Market Research....

- Why are you no longer working for certain clients?
 - ✓ Project Ended
 - ✓ One-shot opportunity
 - ✓ Didn't perform well
 - ✓ No longer the "lowest bidder"
 - ✓ Your key employees left the company
 - ✓ Never asked for more work

Recent Clients



Market Research....

- "Book of Lists"
- Demographics, business trends in your market
- Meet with economic developers
- Who is your competition?
- Ask your employees who they have worked with
- Industry associations – Get involved
- Attend industry conferences and talk to the experts
- Avoid "Cold Calling"...Client referrals
- De-briefs on lost projects and ask for future opportunities

**Finding New
Clients**



Develop a Strategy....

Based on the research, define target markets –
goals and objectives with the team

Establish a realistic strategy with deadlines



Marketing Plan – Action Plan....

- Who “owns” the marketing plan?
- Branding/Strategy
- Schedule
- Staffing
- Budgeting
- Marketing messages...Internal/External



But What About the Naysayers?

- "I think marketing is a waste of time."
- "Why are we pursuing XYZ project?"
- "We've always done it this way...why do we want to change?"
- "Why do we need to spend so much money on brochures, conferences and sponsorships?"



Your Company Needs to Change.

Why?

A company in the A/E/C industry must evolve, grow, and adapt to become stronger, more collaborative and secure more work in line with their vision.



Examples....

- ✓ Branch Highways in North Carolina,
now Branch Civil
- ✓ S&ME
- ✓

Audience
feedback?



Going Forward....

- Engage in conversation
- Discuss the need for a marketing plan
- Help do research
- Create a marketing committee
- Agree to a marketing plan and convey to your staff
- Be prepared to stay focused, be strategic and let the staff know why
- Time is money



Summary....

Don't Get Distracted –
Stick to Your Marketing Plan



Thank you!

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